

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. II. NEW YORK, SEPTEMBER 15, 1889. No. 5.

What Does It Cost **PER THOUSAND?**

IS A QUESTION THAT
EVERY ADVERTISER SHOULD ASK
BEFORE CONTRACTING FOR AN ADVERTISEMENT
IN ANY PAPER.

MR. GEO. P. ROWELL, the editor of the American Newspaper Directory, recently said that only **6 newspapers** in the United States charge as little as a **Fifth of a Cent** a line for each thousand circulation given, and

THE WORLD HEADED HIS LIST.

But there is only **One Newspaper** in the United States that charges as little as **One Seventh of a Cent** a Line per thousand circulation for commercial advertising, and that paper is

==THE WORLD==

Advertising space is a commodity, the value of which is absolutely determinable.

It is **NOT** the **RATE PER LINE** but the **COST PER THOUSAND CIRCULATION** that decides its value.

THINK IT OVER!!

The Ladies' Home Journal

Has 422,318 actual paid cash in advance YEARLY subscribers as per subscription lists counted July 6th, 1889. It sells about 20,000 copies on the news stands and has a total circulation of not less than 450,000 copies each month *paid for*. Its mailing system is so complete that advertisers can readily compute the number of subscriptions in type, and to prove they are bona fide full paid *annual* subscriptions independent and exclusive of any short term trial subscriptions, the investigator will be shown the original letter, duly post marked just as received, from as many subscribers as he may care to call for from that list until he is satisfied that the circulation of the LADIES' HOME JOURNAL is all that is claimed for it. Sample copies are used by agents for canvassing purposes, and the total circulation is fully 500,000 copies each issue, excepting the Autumn issues which run up to 700,000 including 3 months trial subscriptions. Advertising rates are but \$2.00 per line from which no deviation will be made for any length of time or amount of space.

CYRUS H. K. CURTIS, PUBLISHER,
PHILADELPHIA, PA.

PRINTERS' INK.

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Vol. II.

NEW YORK, SEPTEMBER 15, 1889.

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THE CIRCULATION LIAR.

The publishers of the American Newspaper Directory in the 1888 edition of that work attached three asterisks (***) to all the circulation ratings which had been fixed in exact accordance with a publisher's detailed statement. (The papers having ratings so marked were the only ones from whom such statements in detail were received.) A reward of one hundred dollars for each and every case where a rating so marked should be shown to be higher than the facts would warrant was conspicuously offered.

In the year 1888 the reward was claimed and paid in one instance, that of the Waukegan, Ill., *Gazette*.

In the 1889 edition of the Directory the circulation ratings of eleven hundred and forty-nine publications were marked in a similar manner, and the same reward was offered for such evidence as would be conclusive in a court of law that the ratings in any case were secured by an untruthful report.

The publishers of the Directory have recently paid over the reward under the following circumstances:

The *Skandinavisk Tribune*, a weekly journal of Madison, Wis., was rated in the 1889 Directory as H2 *** (exceeding 4,000) in accordance with a report received on Feb. 9th from T. T. Rustone, the editor and publisher, apparently showing that the exact average circulation of his paper was 4,520 copies each issue.

On June 17th a letter was received from a man signing himself

HANS ALLBERG, Typographer,
Northwestern Hotel, Madison, Wis.
in which he said:

"The paper, *Skandinavisk Tribune*, published by T. T. Rustone & Co., in the city of Madison, Wisconsin, has not, as stated at page 687, (H2), between 4,000 and 5,000 regular subscribers. The fact is, on the contrary that Mr. Rustone's paper has not

printed more than 400 — 700 copies since the first part of November last. This can be proved by the *Prohibitionist*, in the press-room of which the paper is printed, and by the post-office and by the *Democrat*, where he buys the paper every week. Mr. Rustone commenced his paper in this city in August, 1887, and reached a circulation of about 3,000 by offering a lottery scheme for \$1,500. The lottery was never drawn; in July, 1888, the subscription list was sold to the *Skandinavien*, of Chicago; in November, 1888, Mr. Rustone commenced another paper called *Ny (new) Skandinavisk Tribune*, which paper he still publishes, and which, as said before, never has printed more than 700 copies per week."

To this communication the publishers of the Directory replied, that before taking action in the matter, they would submit Mr. Allberg's letter to T. T. Rustone, the publisher of the *Skandinavisk Tribune* and the *Skandinavisk Magazin*.

In Mr. Allberg's reply to this, he expressed his willingness for them to pursue this course, and stated that he was prepared to stand the responsibility.

On June 24th, a letter was written to T. T. Rustone, in which was given the substance of Allberg's charges, and a reply asked for.

To this letter Rustone made no answer whatever.

Another letter from Allberg was received on the 11th of July, stating that he had seen Rustone in Madison nearly every day for the past two weeks, and desiring to be informed what further steps he should take in order to obtain the offered reward.

Allberg had not yet produced evidence such as was required by the conditions upon which the reward was offered; but the failure of Rustone to make any reply seemed to indicate that he had no defence, and that the Directory had been imposed upon.

The publishers of the Directory thereupon placed the matter in the hands of a competent lawyer, John M. Olin, Esq., of Madison, through the agency and recommendation of the Madison Democrat.

On August 9th, affidavits and other evidence concerning the case were received from Mr. Olin.

The first affidavit, that of Mr. Hans Allberg, is given in substance, as follows:

STATE OF WISCONSIN, { ss:
Dane County, {

Hans Allberg, being first duly sworn, on oath says:—

That he formerly resided in the City of Minneapolis, and while there, he did, on or about September 1st, 1887, in said city, meet T. T. Rustone of Madison, Wisconsin, who then and there employed him as printer to work for said Rustone in Madison, Wisconsin, on the *Skandinavisk Tribune*, published by said Rustone. At the same time it was mutually agreed that deponent should, in addition to setting type, do other work, such as making up the forms of said paper and attend to mailing of said paper.

That deponent began working for said Rustone, and continued in his employ until March, 1888, and that thereafter he worked for him at different intervals as hereinafter set forth.

That in August, 1887, said Rustone began the publication of a paper called the *Skandinavisk Tribune*, and as an inducement to the public to subscribe thereto, offered a lottery of \$1,500 in valuable articles, to be drawn in January, 1888.

The subscription of said paper during the first four months of its publication numbered about three thousand, as deponent believes.

Said Rustone suspended publication of said paper during the month of April, 1888, and renewed it during the months of May and June, 1888. On the seventh or eighth day of July, 1888, said Rustone sold his subscription list to the publishers of the *Skandinaven*, a newspaper published at Chicago, Illinois.

On November 8th, 1888, he began the publication of a newspaper called the *Ny (new) Skandinavisk Tribune*.

Deponent further says that ever since the beginning of the publication of said *Ny Skandinavisk Tribune* he has been familiar with the condition of said paper, the number of subscribers and all facts connected with the running of the same. That it was his duty while so engaged as aforesaid, to purchase at times the paper for the issue of said journal, and at all times he aided in mailing said paper, and also carried said paper to and from the press-room of the Capitol City Publishing Company, where said paper was printed. That the amount of paper so purchased was usually about two dollars' worth, and in deponent's judgment numbered from 400 to 450 sheets.

Deponent further says that whenever he took the paper for printing said journal, to said press-room as aforesaid, that he always gave directions to said printing company as to the number of papers to be printed, and that the average number so printed was about 400. That this is about the number that was sent out weekly to subscribers as deponent knows from assisting in mailing the same.

Deponent further says that he has had frequent conversations with said Rustone, and that the latter repeatedly admitted that he (said Rustone) misrepresented to the public the number of subscribers for his said paper, but stated that it was necessary for him to misrepresent matters in order to obtain advertisements for his paper.

(Signed) HANS ALLBERG.

Subscribed and Sworn to before me this 28th day of July, 1889.

[SEAL.]

R. G. SIEBECKER,
Notary Public,
Dane Co., Wis.

The second affidavit, that of David Schoyen, states "that he assumed editorial charge of Rustone's paper, the *Skandinavisk Tribune*, from its first issue, on or about August 16th, 1887." Mr. Schoyen's affidavit is, in all essential particulars, a corroboration of the evidence given by Mr. Allberg. It appears that Schoyen was editor of the original *Skandinavisk Tribune* until its subscription list was disposed of, and publication was altogether discontinued. From the beginning of the publication of the *Ny (new) Skandinavisk Tribune* (in November, 1888), he had full charge of the mailing list of said paper, he assisted Mr. Rustone in making entries on his subscription books, and, for a considerable time, had full possession and control of said books.

The officers of the Capitol City Publishing Company when questioned concerning the number of copies of the *Skandinavisk Tribune* printed by them, declined to make any sworn statement setting forth such facts as were within their knowledge, but in the course of conversation with a gentleman whose identity it is not thought advisable to here disclose, they gave sufficient information upon which to found a positive belief that the number of papers printed each week by them did not exceed five hundred copies.

Information was also gathered from the Madison post-office to the effect that the number of papers delivered to that office by T. T. Rustone for mailing purposes amounted to about fifty pounds each week.

The weight of all the foregoing evidence carries conviction that the statements made by Mr. Allberg in his first communication were essentially true; that the circulation of the *Skandinavisk Tribune* at no time was ever more than seven hundred copies, and that T. T. Rustone had wilfully im-

posed upon the American Newspaper Directory by a Lying Circulation Report.

Mr. Hans Allberg was, therefore, entitled to the reward of \$100 as promised, and a check for that amount was mailed to him on the 30th of August.

ADVERTISING RESPONSIBILITY.

Mr. Wm. Baldwin, advertising manager of the *Christian Advocate* is quoted as saying:

"Among sensible, shrewd, far-seeing advertisers the religious newspaper is placed high on the list of helps to the development of business. It is, from its very nature, the best paper in which a wise business man can place his advertisement.

"In the competition for business the paper of small circulation suffers from the necessity that compels the admission of degrading and oftentimes disgusting advertisements. Impecuniosity will greatly weaken, if it does not destroy, the editor's or publisher's sense of the moral obligation due their subscribers.

"With denominational newspapers of large circulation the case is different. They have no need to lower their dignity nor debase their columns for the sake of mere present gain. It is through mediums such as these that advertisers secure the trade of the best people."

And Mr. Baldwin should be right, but it is an unfortunate fact that he is *not*, as many even religious papers admit in their columns the names of firms who are either unreliable or fraudulent.

"Impecuniosity" will truly destroy many a man's sense of honor, but is it absolute impecuniosity which produces this result? Is it not rather a desire for gain? It seems as if that fine sense of honor which actuates some publishers in all other transactions in life, is utterly lost in the contemplation of the "almighty dollar."

They hedge behind the statement that they *guarantee* nothing which they advertise. That seems to us a pitiful announcement, which says, in effect: "There is every possibility of this man being a fraud, but his money I *must* have, so I hope you will not hold me responsible if you are victimized."

It seems as if they cannot feel that their duty to their subscribers *demand*s that they should furnish goods as reliable in this respect, as in any other.

They will tell you that a change cannot be made—that it would be suicidal to begin to refuse doubtful advertisements. No! they would rather make no inquiries and then be able to consider themselves irresponsible of consequences.

But we say it *can* be done, and until it *is* done, the advertising columns of many an American periodical are not only a disgrace to the publishers, but a powerful engine for evil.

If a man will start out with the courage of his convictions, and steadily adhere to his determination to publish only such advertisements, as he *knows* to be thoroughly reliable in every way, while the "present dollar" will perhaps be more scarce for a short time, the beneficial results after the first struggle will be incalculable; and if all publishers viewed the matter in a truly practical way, good sense and force of reasoning would soon show them that they "cannot afford" to take anything but first-class advertisements, at any price.—*The Ladies' Home Journal*.

WHAT OUR FRIENDS SAY.

The little paper called PRINTERS' INK which George P. Rowell & Co., New York, are publishing, contains an immense amount of information on the subject of advertising and a deal of literature relating to advertisements and advertisers.—*The Office*.

PRINTERS' INK, the bright little journal of the art of advertising.—*Washington Evening Star*.

PRINTERS' INK is a neat little publication issued by Geo. P. Rowell & Co., the well known advertising agency of New York, and edited by Chas. L. Benjamin. It is coming right along to *The Democrat's* exchange table, and there is not an uninteresting line in its pages. It is intended in a large measure for advertisers, but newspaper publishers will find many subjects discussed of paramount importance to them.—*The Democrat, Menominee, Mich.*

THE JOURNAL,
CRAWFORDSVILLE, Ind.

PRINTERS' INK is the most valuable trade journal that I know of. A. A. McCAIN.

I find PRINTERS' INK interesting and instructive.

CHAS. J. GEYER,
Manager *Daily Herald*.

Dayton, Ohio, July 20, 1889.

We have read each number of PRINTERS' INK carefully as it has come to us, and find contained therein many good points regarding advertising. AMERICAN MACHINE CO.
Philadelphia, Pa., July 26, 1889.

THE NEWS-DEMOCRAT,
CANTON, Ohio, July 22, 1889.

We consider PRINTERS' INK one of the best little journals that we receive.

THE DEMOCRAT PUB. CO.
CHAS. R. FRAZER, Business M'g'r.

There is no doubt in my mind that there is a great field for such a publication as PRINTERS' INK, and your editor is covering it in a most practical business-like manner.

F. P. SHUMWAY, JR.,
Manager of *The Cottage Hearth*,
Boston, Aug. 9th, 1889.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

PRINTERS' INK is issued on the first and fifteenth of each month. Subscription Price: One Dollar a year in advance; single copies, Five Cents. Back numbers cannot be supplied.

ADVERTISEMENTS inserted at Twenty-five Cents a nonpareil line, Twenty-five Dollars a page. First or Last Page One Hundred Dollars, each issue.

NEW YORK, SEPTEMBER 15, 1889.

METHODS that are permanently successful must have merit for their foundation.

WHEN the seventeen thousand periodicals issued in America are grouped together according to their geographical distribution, it is found that the State of Maine occupies the twenty-ninth position, as it issues only one hundred and sixty papers. But when the average circulation of the periodicals in each geographical section is estimated, it is discovered that Maine heads them all, having an average issue of over seven thousand copies for each periodical published. This is nearly fifty per cent more than New York can claim. The average issue of all the papers of all the States is only about two thousand copies. Not every one will understand how it is that Maine thus heads the list. The explanation is found in the very large editions of magazines coming from Augusta and Portland. These are mainly the property of Mr. E. C. Allen, of Augusta, and are known among advertisers as "Allen's Lists." It is estimated that they reach regularly more than one million families, distributed throughout America, and it is known that a single advertising agency sent advertising orders for these issues to an amount exceeding thirty-three thousand dollars during the twelve months just passed.

A MANAGER of a house engaged in the business of printing newspapers for other people may, perhaps, remark

concerning one of his customers, that—"So-and-so claims a circulation ten times larger than the number of the copies we print for him," but when asked to make such a statement over his own signature, he will generally decline to do so. A clerk in a post-office may be heard to state the usual weight of an edition of a particular publication passing through his hands, but he would certainly decline to sign, or swear to such a statement, because that would be a violation of office rules and probably result in his dismissal. In the article headed "The Circulation Liar," in another part of this issue, is to be noted how difficulties of this sort serve to defeat the detection of fraud. Many people, considering Allberg and Schoyen in the light of "informers," would decline to receive their statements as conclusive, even when supported by sworn affidavit; but publishers who habitually tell the truth about their issues and who suffer from the unscrupulous statement made by dishonest competitors, are always glad to see the guilty exposed.

WHEN the Executive Committee of the American Newspaper Publishers' Association promulgated a list of the general advertising agencies in good standing, it had devoted nearly a year to a consideration of the merits of the various persons who claimed to be entitled to a place upon the list. Every member of the association was asked to name all agents recognized or known. Afterwards the merits of each agent were separately considered, and the names of those whose claims for recognition as general agents did not appear to have some reasonable foundation were erased, until but forty-one remained. The Association of General Newspaper Advertising Agents also issued a list of the agencies entitled to membership; the agents' list was made up from the publishers' list, but contained less than one-half as many names. The Publishers' Association in deciding whether a name should have a place on the list, only required that the can-

didate should *have an office and be in good standing*. The general agents went further and required that the agent, recognized as eligible for membership in their association, should be *financially responsible and have facilities for doing a general business*. At a meeting of the General Newspaper Advertising Agents, held at the Astor House, New York City, Thursday, April 18, 1889, a committee was appointed to wait upon the Executive Committee of the American Newspaper Publishers' Association, and set forth the fact that a fundamental principle in the relation of agent to publisher is, that the former is to guarantee payment to the latter for all advertising done, and that the commission to the agent is allowed by the publisher partly in consideration of that guarantee, and, in that connection, to call attention to the statements in the circular which had been issued by the Publishers' Association when promulgating its list of advertising agents, which set forth that: "In recommending the list of recognized agents, the Executive Committee does not deal in any way with the matter of credit;" also to argue that the allowance of a consideration for a guarantee to an irresponsible person, is to give him an advantage in a competition for business with another against whom the guarantee can be enforced. In consequence of this action of the Agents' Association and the resulting conference, the last meeting of the Executive Committee of the Publishers' Association determined that the list of agents recommended by the Association to its members should be revised, so that the recommendation should cover not only the question of commissions, as heretofore, but also the matter of credit and financial worth. To secure the confidence of the newspapers in this list and their adherence to it, in the granting of commissions and credit, is asserted to be the ultimate object of the Publishers' Association.

THE Publishers' Association recognizes forty-one advertising agencies as

having offices doing business and being in good repute; but without having examined the financial standing of any. An association of advertising agents having paid some attention to the question which the Publishers' Association has thus far ignored,—the financial standing of those under consideration; finds but seventeen agencies eligible for membership. Many publishers who are on the best terms with agents, and derive most benefit from their services, assert that there are no more than half a dozen which are properly equipped for conducting the business of a general advertising agency. A movement has now been inaugurated by the publishers themselves to institute inquiry into the soundness of existing institutions of this sort, with a view of restricting dealings to those only who are sound and well established. The tendency has, of late, been to cut down the rate of commission allowed to agents; and it is probable that the outcome of the action now going on, will be to fix two rates of commission: the smaller one being allowed to canvassers and others, who bring business but are not responsible,—the larger to general agents having offices and reputations established. This will permit of the general agents dealing with the canvassers and smaller men, allowing them the regular percentage, and, in this way, a publisher, dealing generally with but one agent in a city, can better insist upon having his terms lived up to and protected.

THE following advertisement attracted our attention in one of our city dailies a few days since:

THE ADVERTISER has discovered a simple and practical way to load and unload passengers and freight from trains while in motion, elevated roads particularly; want party at once to take interest. P., 214 World Office.

Now we are willing to "drop a penny in the slot" and try our weight, a nickel in and test our strength, and (a recent device) a quarter in the slot and have our photograph taken, but we protest against dropping in ourselves.

DISCOUNTS TO ADVERTISING AGENTS.

Discounts should be given only to actual agents working for and with newspaper publishers, as a payment for their labor.

To protect the agents, no one else should be allowed any discount whatever. Every publisher should issue a schedule of rates, based on a reasonable price. This schedule should be the working chart for the agents, and all contracts based on its prices.

The so-called newspaper advertising agents are not agents for the newspaper at all,—they handle a distinct business and work for and with possible advertisers, to the breaking down and disadvantage of newspaper publishers.

This has been brought about partly by the slipshod methods of many publishers, they having no definite advertising rates, working on the plan of getting all they can, and not allowing any contract to pass them.

I am of the opinion that prices should be based on a regular, even, reasonable rate. Issue such rates to advertisers and agents and know no other price; don't let them, by any delusive apology, cause you to make them any concession. It may be a hard fight for a few months—you may have to give more reading matter, which will benefit and improve your paper and its circulation; you may have less advertising, but it will be of a better class, and the better price you get will brace you up. In less than a year you will have a safe, satisfactory, square advertising patronage, and a greatly improved newspaper.

This is the era of combinations. The advertising agents have combined, and are the avowed agents for themselves and the advertisers.

What is the use of this National Editorial Association if it can do nothing to improve and protect the business methods of the newspaper fraternity? Let us cease fighting among ourselves by sticking to our rates and to each other. We have the remedy; let us combine. By united effort we can get fair rates and can afford to greatly improve the local character of our several journals, resulting in giving backbone and dignity to one of the most important professions, and cementing in one broad union the members of the press of the whole continent. Let us make the trial.—*Francis Procter, of the Cape Ann Advertiser, Gloucester, Mass., before the Convention of the National Editorial Association, Detroit, Mich., August 29th, 1889.*

It is one thing to construct a "reasonable" schedule, but altogether another matter to force advertisers to accept it. It is safe to assume that the publisher, when making it, in view of the suggested combination, will advance on what he now receives. The advertiser will probably consider the new prices excessive, and suspend his order. It takes courage to allow business to leave the office, and perhaps go to a rival publisher; possibly one in the same "combination," who, not being so strictly governed by honor, might secretly cut rates. The combination would thus probably fail, even if all, or even a large majority, of the publishers could be induced to bring their

business methods down to a strictly one-priced basis, for the purpose of giving the system a trial.

Notwithstanding the difficulties in the way, however, Mr. Procter is right when he tells his brother publishers to have a price—a fair price—to sustain that price, and go without any and every advertisement which cannot be made to conform to the schedule adopted. To be able to do this, however, the publisher must be a good business man. Mr. Procter is known to be this; but there are many men in the newspaper business of whom so much cannot be said, and these will always make trouble either in or out of a combination.

ADVERTISING IN ALABAMA.

President McCall of the Press Association issued a circular last spring in reference to a policy to be pursued with advertising agents and advertisers generally from outside the State of Alabama.

The *Hot Blast*, published at Anniston, stated that the daily papers in the State are not vitally interested, as by adherence to their rates they have obtained proper prices for their space; but spoke of the prices generally paid by advertising agencies as absurdly low, and asserted that the weekly press of the State sells space to the agents at rates which represent a positive loss.

In this view of the case, the *Hot Blast* cordially endorsed the suggestion of establishing a State Bureau for the purpose of controlling all foreign advertising.

This feeling is general throughout other States than Alabama, and in other interests than advertising. Prices are too low all around, and everybody wants to sell at a higher rate; but buyers will insist upon buying at the lowest price obtainable.

When the Alabama editors came together at Huntsville, June 27th, the report of their proceedings, as published in the *National Journalist*, does not show what steps were taken in connection with the important question above referred to, but we learn that—

"The editors found the city as delightful as it is progressive, and speak in eloquent terms of 'Monte Lano, towering midway to the clouds,' as well as of Shelter Cavern, two miles and a half from the city, which was visited by the editors. It is lighted up by electricity, and in it a mammoth barbecued dinner was served. An hour or more was

devoted to following the windings of the cavern. Myriads of glistening pendants, dome formations, reflected the dazzle of the electric lights and resolved themselves, under an imaginative eye, into weird and fantastic shapes. Here the hooded head of Santa Claus was thrown out in strong relief, its glistening beard hanging low on the rocky wall; there a veritable copy, in miniature, of some elaborated Russian cathedral; on the one hand Mary's little lamb is about to bleat at you, and on the other from out of the stone floor rises a strong resemblance to a human hand, with fingers extended. Besides the regular programme, a delightful concert, arranged by the accomplished editors of the *Huntsville Democrat*, Misses Virginia and Susie Clay, was greatly enjoyed."

WHAT CONSTITUTES AN ADVERTISING AGENCY.

The question frequently arises as to what qualifications are necessary to entitle an individual, or a firm, to be recognized as an advertising agency, and to be paid a commission as such by the newspapers. It has recently come pertinently forward in the case of a couple of young men in this city who have been doing some work in soliciting advertisements for local newspapers and who are now seeking to broaden their field and take in the outside world. It appears as a matter of fact that they are clerks in other lines of business, and simply add what they can to their income by soliciting advertising at odd moments, and taking the commission.

While it is true that they may bring in some business to newspapers, we believe, nevertheless, that there is but one safe rule for the publisher to follow, and that is to recognize only those as advertising agents who can give evidence, 1st, that their sole business is that of soliciting advertisements; 2d, that they have a clientele not necessarily interfering with other established and reputable agencies; and 3d, that they are responsible for the orders sent, and can and will pay the newspaper whether the advertiser pays or not.

The question whether the advertising agent is really an agent for the newspaper, rather than for the advertiser, is an open one; but there is no question whatever as to the advisability of having it clearly understood that he should come within the prescribed rule in order that he be given the privileges accorded by common consent to a regular agent.—*American Advertiser Reporter*.

TOO MANY AGENTS.

The owner of the newspaper establishes a valuable franchise at a great outlay of labor and money—furnishes the brains, the capital, the editors, the compositors, the clerks, the book-keepers, the managers, the correspondents, the news service—every essential for business; and then gives the advertising agent a quarter of all money received for foreign advertising for handling it. It's a one-sided arrangement which would never exist if newspaper managers would conduct their business with the same aggressive ability that advertising agents use in conducting theirs.

It is very well known among newspapers nowadays that the advertising agent himself believes he is getting too much commission. It has, during the past few years, become almost the invariable rule for the agent to give the advertiser a good share of the commission received from the majority of good newspapers, and the advertiser who does not get it is not "up to snuff." Agents now do business for advertisers on a regular commission of 10 to 15 per cent, and in special cases, as low as 5 per cent. The reduction is in accordance with the tendency of the times. I am well aware of the large service capable agents are doing in the advertising field, but I am content to place their remuneration at the estimate they put upon their own services.

I quite fully appreciate the services to advertising of such men as Rowell, Kent, Bates, Niles, Pettengill, Dodd and others, but I think the encouragement of the small fry in the business—the smart fellows who have no standard of business or morals and who are working solely for a commission—is a positive injury to the newspapers. It lowers the standard and demoralizes business.—*Joseph Auld, Manager Burlington, Vt., Free Press*.

It is reported from Philadelphia that one of the largest advertising agencies there has a daily prayer meeting at noon, at which all employees are expected to be present.

A PROFESSIONAL CHILD WHIPPER. *Advertisement in London Daily.*

"TO PARENTS.—Unruly girls and boys of any age visited and punished at their homes by a thorough disciplinarian accustomed to administer corporal punishment. All bad habits cured by one or two attendances. Fee, 5 shillings for two visits. Address 'Birch.'"

OFFICE OF THE CITIZEN,
HERKIMER, N. Y., Aug. 9, 1889.
GEO. P. ROWELL & CO.

Sirs: I want to say to you how much interest I take in your PRINTERS' INK, which is the only valuable publication to newspaper proprietors I have ever seen. While no doubt primarily intended to particularly interest advertisers, it certainly contains much of real benefit to publishers. However, the inspiration of this letter is to commend the article in the last issue, "How a Retailer Should Advertise." That is certainly a very practical contribution, and I shall publish it in full in the *Citizen*, for the instruction of our home advertisers. Let me further suggest that the theme is capable of much further consideration, and I am sure, while it hardly touches the people you deal with, that you would place the publishers under obligation by a department in PRINTERS' INK devoted particularly to the enlightenment of the retail advertisers, who, as a class, fail to secure the benefits of the money expended in advertising from ignorance of proper methods.

Intelligent advertising helps the paper as well as the advertisers, and "dead" ads. make "dead" papers.

Yours truly,
C. S. MUNGER.

\$1.00

(With apologies to the *Denver News*.)

France has her lily,
And England her rose,
And everybody knows
Where the shamrock grows;
Scotland has her thistle,
Flowering on the hill,
But the American emblem
Is the one-dollar bill;

which will pay for one year's subscription to PRINTERS' INK, a journal that no advertiser alive to his own interests can afford to be without.

A BOSTON dealer attracts public attention by a small advertisement headed with this legend:—

TAKE HOME A BRICK

Of Our Ice Cream.

The casual reader cannot fail to have his eyes attracted by this.

It should be borne in mind that the most extensively circulated journal in the world can do nothing more than lay your advertisement before its readers. The advertisement itself must do everything after that.—*Terry's Art of Advertising*.

NEWSPAPER ENGLISH.—As the leaves of the woods change at the fall of the year, the earliest disappearing first; so the old crop of words dies out and those lately produced flourish and are vigorous.—*Horace*.

News and Notes.

The November number of the Philadelphia *Ladies' Home Journal* will be an edition of one million copies, one-half of which will be printed in Boston from duplicate plates. It will cost \$50,000 to get the edition out.

Willet F. Cook is the new advertising manager of *Judge*. Ten years ago Mr. Cook started the *Canajoharie Courier*, and made it a bright and breezy paper. The *Courier* reached a regular circulation of over 2,400, which is a splendid record for a country weekly, and enjoyed a paying advertising patronage. Mr. Cook was afterwards invited to take the business direction of the *Albany Journal*. Upon the sale of that paper he was transferred to *Judge*, and has just been promoted to the advertising management of that pictorial.

The Publishers' Commercial Union, whose headquarters are in Chicago, is now revising its list of advertisers which is published annually in book form and called "The Advertiser Reporter." In addition to the regular list of advertisers, the new book will contain a complete directory of all the so-called advertising agents; also, a list of the agents who are recognized by the American Publishers' Association, and the smaller list of those who are recognized by the Association of General Newspaper Advertising Agents.

"It is not generally known that a newspaper in classical Latin is published fortnightly in Italy," says the *Pall Mall Gazette*. "Its place of publication is Aquiladegli Abruzzi, and its title *Alauda* (The Larks). The oddest feature of the *Alauda*, and the most entertaining, is its ingenious rendering of nineteenth-century names into the purest Latin of the classic ages. Thus a railway station appears as '*statio via ferrea*,' a postal letter box is '*capsa epistolis recipiendis*.' Its daily Roman contemporary, the *Fanfulla*, is described as '*charta typis conscripta cotidie Roma prodians*.' The *Alauda* ought to find sympathetic subscribers in our universities. It is full of anecdotes, jokes and verses in classical dress. The only thing as yet wanting to its perfect consistency is the translation of the advertisements into the tongue of Cicero."

The St. Louis *Republic* is to be supplied with two new \$40,000 Hoe presses. The editor, Mr. Charles H. Jones, asserts that the *Republic* now has the largest circulation in the Southwest, and that none of its competitors venture to challenge the claim.

A paper printed by the Indian boys of the Genoa Indian School is called the *Pipe of Peace*.

The *Golden Rule* claims to have a circulation of 40,000 weekly, which is larger by many thousands than that of any Protestant religious paper in New England. It is the official representative of the Societies of Christian Endeavor.

Triumphant Journalism.

From *Frear's Bazaar*.

The reward of enterprise is seldom more brilliantly exemplified than in the career of THE TROY DAILY PRESS since it passed under the ownership and personal supervision of Henry O'R. Tucker, who had previously demonstrated singular capacity in this city as a newspaper builder. Acquiring possession of the plant in December last, Mr. Tucker immediately introduced costly, daring and original methods for its development. In every department the working force was trebled and the expenses quadrupled. The appearance and character of the paper were immensely improved. Features inimical to high-class journalism were quickly eliminated. Meantime the reading columns were largely increased, special contributors and correspondents engaged, popular phases added, a more thorough news service was given and artists were employed to provide fresh and fitting illustrations of subjects of current importance. Throughout January, Mr. Tucker distributed daily gratuitously and systematically nearly 30,000 copies of THE PRESS, employing a small army of assistants to make the delivery prompt and perfect. This undertaking which was without precedent in the history of daily journalism, involved an outlay of thousands of dollars, but the experiment was fully justified by the splendid and rapid growth of the subscription lists. Indeed, in the short space of six months the circulation of THE PRESS absolutely rose from the least to the largest of any daily in Troy, and it is now the reigning favorite in the offices, shops and homes of the city and suburbs. We but echo the prevailing public sentiment in describing THE TROY PRESS as a clean, able, enterprising and high-toned family newspaper, advantageous to the city, an honor to journalism and a monument to its proprietor.

THE UTICA DAILY PRESS
It is more generally read than any other paper in Central New York, and for this reason is the best advertising medium to reach the prosperous people of that vicinity. For facts and figures, address UTICA PRESS, UTICA, N. Y.

COLORED INKS for Type-writer Circulars.—We manufacture **Inks** for this special purpose—purple, blue, or any specified shade—in cans from one pound upwards. Price, \$1.50 a pound. Address W. D. WILSON PRINTING INK CO. (Limited), 140 William St., New York.

THE NEW YORK PRESS;
Daily, Weekly and Sunday: The PRESS was first published Dec. 1, 1887. Circulation February 1, 1888, 26,550. Circulation June 1, 45,944. Circulation August 1, 66,482. Circulation September 1, 76,480. Circulation October 1, 90,970. Circulation October 27, 100,064. Circulation November 7, 254,846. Advertisers should observe and use the **NEW YORK PRESS**.

A COMMON-SENSE IDEA.

Makes
Writing
a
Pleasure.



Peculiar in Construction, Smooth, Durable, and Elastic. They will please you. Trial dozen, 10c.; \$1 per dozen.

DICKERMAN MFG CO.,
Taunton, Mass.

PATENTS PROCURED by Charles F. Benjamin, Corcoran Building, Washington, D. C., for \$65, including government fees and drawings. Every specification and amendment revised by himself before filing. Send description, with rough drawing or model, by mail. **Preliminary Advice Free.** Specific advice as to patentability or profitability, \$5 to \$10, often saving cost of application or useless patent. More money than ever in patents, but invention must be something wanted, and specification, claims and drawings thoroughly prepared.

WITH DICK'S MAILER, in 10 hours, each of six Experts, *unaided*, fits for the mail-bags **20,000 Inter-Oceans**, 3 a second have been stamped. Undying list "Rights" are one cent for every address in weekly average; a mailer, \$10.25. *No agents.* Get your *send off* by writing to inventor, Rev. ROBT. DICK, Buffalo, N. Y.

BOUND VOLUMES

OF

PRINTERS' INK

Will be sent, postage prepaid, for \$3.

The volume embraces all the issues of a year, and is neatly bound in cloth.

The number being limited, an early application will be necessary. Address the Publishers,

GEO. P. ROWELL & CO.,

10 Spruce St., New York.

ALWAYS IN THE LEAD!

The Best Local Reports;
The Best Special Writers;
The Best Telegraph Service;
The Best Political News;
The Best Editorial Reviews;
The Best in Everything.

The CALL continues as in
the past at the head of all
San Francisco newspapers.

**THE
SAN
FRANCISCO**

SWORN CIRCULATION.

Daily... 45,360

Sunday... 48,680

Weekly.... 21,500

MORNING CALL

(ESTABLISHED 1856),

—33 years ago, and its circulation is not of the mushroom kind, but the steady growth of years that brings with it the *character, standing and influence* that make a newspaper valuable to advertisers.

That the MORNING CALL is beyond question *The Family Newspaper* of San Francisco is best attested by the many letters in our possession from the leading firms of San Francisco. We append a few. They speak for themselves:

J. J. O'BRIEN & CO.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having been a continuous advertiser in the MORNING CALL for the past twenty odd years, we beg to state that we have at all times considered *it the best medium* used by us for advertising purposes. Result and observation satisfy us that *it circulates in the home circles to a greater degree than any other newspaper printed on the Pacific Coast*. This is so confirmed that we rely almost wholly upon its columns for whatever part of our success in business is dependent upon newspaper advertising. At the present time *we are using its columns to the extent of \$30,000 per year*.

J. J. O'BRIEN & Co.

M. J. FLAVIN & CO.,

THE I. X. L. STORES.

SAN FRANCISCO, Sept., 1888.

We take pleasure in stating that the MORNING CALL is one of the best advertising mediums on the Pacific Coast, *if not the best*. The above facts we prove practically when

we state that we hardly believe that we have been out of that paper three consecutive days in *seventeen years*. M. J. FLAVIN & Co.

KEANE BROS.,

DRY GOODS IMPORTERS.

SAN FRANCISCO, Sept., 1888.

Having used the columns of the MORNING CALL very extensively for a number of years past, we desire to testify to its effectiveness as an advertising medium. Its general circulation among the public, and *principally in the homes of all classes*, commends it to all judicious advertisers. KEANE BROS.

CITY OF PARIS

DRY GOODS EMPORIUM.

SAN FRANCISCO, Sept., 1888.

We desire to state that for many years we have used the columns of the MORNING CALL as a medium to reach the *homes of all classes* in the community. We value it as one of, if not the *very, best* advertising mediums in California. G. VERDIER & Co.

If you want to reach the **HOMES** of the people of California, don't fail to advertise in

THE SAN FRANCISCO CALL.

EXAMINE THE PAPERS,

VERIFY THE FACTS,

GIVE IT A TRIAL,

AND TEST ITS VALUE

NEW YORK OFFICE:
90 POTTER BUILDING.

F. K. MISCH,
EASTERN MANAGER.

BROOKLYN HAS OVER 800,000 PEOPLE!

And a Great Many of Them

READ THE
Standard-Union
EVERY EVENING.

You Cannot Reach These Buyers
Unless You

ADVERTISE in the STANDARD-UNION.

The STANDARD-UNION contains all the features of a Complete Newspaper; under its new management its growth has been unprecedented, and its circulation is increasing faster than that of any other paper in Brooklyn.

Rates are Based Upon Actual Value,

And Results Satisfy Advertisers.

THE
Three Telegrams
OF
Known Circulation.

The combined weekly issue being

Over 242,000!

Covers all the interior Cities and Towns of the

STATE OF NEW YORK

And a very large portion of

THE STATE OF PENNSYLVANIA.

Elmira Telegram, - - - 165,892

Harrisburg Telegram, - 42,000

Albany Telegram, - - - 35,000

Read by

OVER ONE MILLION PEOPLE

Every Week.

A. FRANK RICHARDSON,

SPECIAL REPRESENTATIVE,

567 The Rookery, Chicago. 14 & 15 Tribune B'd'g, N. Y.

Miscellanies.

Here lies the affidavit man
Who swore to circulation;
Although deceased, he has increased
His worldly occupation.
In life he lied but once a day—
A petty little crime—
But since his death he's lost his breath,
He now lies all the time.

—*Washington Post.*

Keene—So you are not in the varnish business now?

Smooth—No, I have gone into the patent medicine business.

Keene—But you must have had a very large stock of varnish on hand. Did you sell it?

Smooth—We are selling it now in the new store as Dr. Killam's infallible health renewer and hair invigorator.—*America.*

"What is the matter?" inquired the reporter as he took out his note-book and hurried up to the dilapidated bumper who had just been fired head first out of a ward caucous.

"You may say, sir," replied the battered vagabond, picking up his hat and placing it on his head, with much dignity, "that there is nothing the matter. I have simply gone out of politics. That's all."—*Chicago Tribune.*

Pompous Party—So you are the exchange editor, young man. Nautically speaking, you are a clipper?

Searnelle—No. Inasmuch as I ply the scissors for a living, I am a revenue cutter.—*Pittsburg Bulletin.*

The proof-reader was so impressed with the punctuation that, he interviewed the "comp," and grimly asked to be favored with his rule for putting in commas. "Well," was the reply, "in the office, where I was brought up we averaged a couple in every line, but I prefer sticking one in the first line, two in the second, three in the third, and beginning all over again."—*Ex.*

Subscriber—Say, I don't see anything funny about your jokes.

Paraphraser—You don't? I want you to understand, sir, that those jokes convulsed thousands with laughter before you were born.—*New York Sun.*

Friend—Do you still continue to send matter to the newspapers, Cholly?

Cholly—Yes; but its merely for good faith and not necessarily for publication.—*Judge.*

Proprietor of patent medicine (in a hospital)—My poor friend, I hear you met with a terrible accident on the railway.

Patient—Yes, I was thrown fifty feet, and given up for dead.

"So I heard; and when you regained consciousness you were gazing on a large board which contained an advertisement of my wonderful medicine."

"Yes, sir."

"Well, you have been snatched from the jaws of death, and I have called for a testimonial."—*Ex.*

Cannibalism in Chicago seems to be increasing, to judge by this open advertisement in the *News*:

76 4TH AV.—WANTED—A LADY
to Cook.

"Well, Brown, how do you find yourself?"

"Never lose myself. If I did, I suppose I'd advertise."—*Harper's Bazar.*

Two Paris loafers are reading an advertisement: "Lost; a black poodle; 100 francs reward." One of them says to the other: "You must take the one you stole yesterday." "But it is white." "You must say that it has turned white through grief."—*From the French.*

"Mr. Slasher," inquired the managing editor, "how did you like the play at the Thespian last night?"

"It's a beautiful play," said the dramatic critic enthusiastically. "It is full of lofty sentiment and elevated thought. In fact, there is not an impure idea, suggestion or situation in the whole production from first to last."

"How long is the play to run?"

"The engagement is for three months."

"Mr. Sharp," casually suggested the managing editor to the business manager half an hour later, "it will be well, perhaps, for you to collect all advertising bills promptly every week from the proprietor of the Thespian. He's going to lose like thunder on the play he's running now."—*Chicago Tribune.*

Awkward Youth—Sa-ay, can't yer give me a job on this 'ere paper? I don't spose I kin learn to be a editor, but I'm told there is other sorts o' work in newspaper offices.

Mr. Beatemall (great editor)—You might suit in some capacity, perhaps. Do you know anything about book-keeping?

"Nope."

"Are you good at figures?"

"Ah, yes, I'm good at figures!"

"How much are 9 and 7?"

"Lemme see. Put down 9 and then put down 7 along side of it an that makes 97."

"Well, sir, you would not do for the counting-room; but I see no reason why you should not rise to proud eminence in the circulation department."—*New York Weekly.*

Summer Poet—I have here, sir, a little poem which I have decided to let you have.

Editor—You mean you want it put in our paper?

Poet—Yes, sir. I care not for lucre, but I am ambitious. I want to go thundering down the ages.

Editor (after reading the first stanza)—Well, the fact is, we are out of ages just now, but I tell you what I can do for you: I can send you thundering down the stairs inside of forty seconds by the watch.—*Unidentified Ex.*

"What are the chief requisites for success in the literary world, Mrs. Nibson?" inquired Softly.

"There are two that I may mention," replied the oracle. "One of them is plenty of patience."

"What is the other?"

"Plenty of postage stamps."—*Ex.*

Mr. Lytewait—It's too bad about poor Langley. His publisher has sold only twenty copies of his book of poems.

Billpid—Indeed, I'm surprised. And he is an excellent poet.

Lytewait—Yes; an excellent poet, but you see he doesn't know a dialect.—*Time.*